

# INTERNATIONAL BUSINESS (IB)

---

## IB 2000 - Introduction to International Business

### Credit(s): 3 Credits

A broadly based introduction to the field of international business; consists of an inter-disciplinary survey of the fundamentals of (1) international trade; (2) environmental factors; (3) international institutions and agencies; and (4) company organization, managerial functions and operations around the world.

**Prerequisite(s):** ECON 1900

### Restrictions:

Students in the Schl for Professional Studies college may **not** enroll.

**Attributes:** Business Common Body Knowledge, International Studies-Economy

## IB 2930 - Special Topics

**Credit(s): 1-3 Credits** (Repeatable for credit)

## IB 2980 - Independent Study

**Credit(s): 1 or 3 Credits** (Repeatable for credit)

Permission of the department chair.

## IB 3020 - Latin American Business

**Credit(s): 3 Credits**

The focus of the course is on the cultural, historical, economic, social, political and business environments in Latin America and on the activities of multinational corporations therein.

**Prerequisite(s):** IB 2000

### Restrictions:

Students in the Schl for Professional Studies college may **not** enroll.

**Attributes:** International Studies-Latin Am, Urban Poverty - Immigration

## IB 3040 - Asian Business

**Credit(s): 3 Credits**

Focusing on a group of selected Asian economies, this course has three objectives: (1) to acquaint the students with the region's basic business environments; (2) to examine the style and practices of Asian management; and (3) to provide insight to the implications of the Asian business environment and management practice on strategic planning by non-Asian firms. Students will attain a practical knowledge of the complexity of the business environments of the region and be able to incorporate analytical skills and strategic thinking into the reality of the Asian markets.

**Prerequisite(s):** IB 2000

### Restrictions:

Students in the Schl for Professional Studies college may **not** enroll.

**Attributes:** International Studies-Asia

## IB 3100 - Geopolitics of World Business

**Credit(s): 3 Credits**

This course is designed to prepare students to understand how geography and politics intersect with and influence international business and multinational firms. Upon successful completion of the course, students should possess an awareness of important geopolitical facts and should be able to demonstrate the analytical and strategic thinking skills that reflect an understanding of how these facts interact with and affect international business competition. In particular, the course will examine how geographic location, natural resource endowments, historical relationships and national and institutional political factors influence global companies.

**Prerequisite(s):** IB 2000

### Restrictions:

Students in the Schl for Professional Studies college may **not** enroll.

**Attributes:** International Studies-Economy

## IB 3140 - International e-Business

**Credit(s): 3 Credits**

International e-business is now emerging as an indispensable way of conducting global business. However, there is a dearth of trained professionals at multinational companies who can manage and coordinate international e-business and global digital media marketing efforts. The marketplace has a skill shortage for the growing demand for professionals who can effectively work with digital media content, software professionals, translators, and colleagues from different countries to implement international e-business strategy and global digital media efforts. This course will help students understand international e-business, global digital media marketing, international online market entry, issues regarding web site localization, and cultural customization. Specifically, the course provides applied knowledge to successfully use the web to tap global online markets.

**Prerequisite(s):** IB 2000

**Attributes:** International Studies-Economy

## IB 3150 - Middle Eastern Business

**Credit(s): 3 Credits**

The focus of the course is the business environment of the Middle East and North Africa (MENA). National and corporate cultures, customs and laws, geopolitical environment, economic systems, natural resources and security of supply, and other major business-related elements will be covered. This coverage is complemented by a description of the changing order in the MENA region and what it means for multinational firms.

**Prerequisite(s):** IB 2000

## IB 3160 - Cultural Differences in International Business

**Credit(s): 3 Credits**

Ample evidence abounds that cultures of the world are in more frequent contact as the business world becomes increasingly global. Given this globally interdependent economy, it is imperative that students understand the value of culture when conducting business across boundaries. This course examines the concept of "culture" as it applies in an international business context. Among those topics discussed are communicating and negotiating across cultures, the impact of culture on global alliances and strategy, and multicultural teams in international organizations. Classroom discussions are based on text readings as well as specific country-based cases.

**Prerequisite(s):** IB 2000

### Restrictions:

Students in the Schl for Professional Studies college may **not** enroll.

**Attributes:** International Studies-Economy

**IB 3980 - Independent Study**

**Credit(s): 1 or 3 Credits** (Repeatable for credit)

**IB 4120 - International Business Strategies**

**Credit(s): 3 Credits**

This course is designed to develop a broad understanding of strategic challenges in the international business environment. The major objective of the course is to engender a global mindset and a better understanding of the problems and challenges that organizations face in the international context. The challenge is to make sense of the shifting dynamics and multifaceted phenomena that confronts global business. The course weaves together conceptual and practical considerations to create a balanced and exciting learning experience. This course is designed to enhance students' capacity to function more effectively in the international business environment.

**Prerequisite(s):** IB 2000; Minimum Earned Credits of 60

**IB 4900 - Global Immersion in International Business**

**Credit(s): 3 Credits** (Repeatable for credit)

This course provides business students a first-hand, practical exposure to business competition in another country or region. The course combines case study, traditional classroom lecture, guest lectures from academia and commerce, and field trips. Cultural excursions and presentations are integrated into the course instruction providing the students with a comprehensive view of business activity abroad. Pre-trip coursework and a final project are required. Only one may be used to fulfill IB major requirements.

**Prerequisite(s):** IB 2000; Minimum Earned Credits of 60

**Attributes:** International Studies-Economy

**IB 4910 - International Business Internship**

**Credit(s): 1-3 Credits** (Repeatable for credit)

This course can be used as elective credit or as major credit. Participants will have the opportunity to develop new skills through experiential learning under the direction of a skilled practitioner. The arrangements for the working relationship must be established prior to the assignment.

**Prerequisite(s):** IB 2000; Minimum Earned Credits of 60

**Restrictions:**

Enrollment limited to students with a classification of Junior or Senior.

Students in the Schl for Professional Studies college may **not** enroll.

**IB 4930 - Special Topics**

**Credit(s): 3 Credits** (Repeatable for credit)

**IB 4980 - Independent Study**

**Credit(s): 1-3 Credits** (Repeatable for credit)

Permission of the department chair.

**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.

**IB 5010 - Managerial Economics and Data Analysis**

**Credit(s): 2 Credits**

This is an introductory course in economics designed to introduce participants to the most basic economic concepts and the application of these concepts to various situations. The course does not presume a background in economics and is, therefore, self-contained. The first half of the course is spent studying the tools of competitive analysis. The second half allows application of the tools to formulate and implement competitive strategy.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5050 - Financial and Managerial Accounting Methods**

**Credit(s): 2 Credits**

An overview of the language of business, this course examines the concepts, current standards and problems related to financial accounting reporting by U.S. enterprises. Serving as an accounting introduction for EMIB students without accounting experience and as review for those with prior experience, this course provides the foundation for subsequent examination of accounting issues of multinational enterprises.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5110 - Financial Management Skills**

**Credit(s): 2 Credits**

This course provides basic financial tools necessary to understand foreign operations, including financial statement analysis, impact of foreign exchange rates and evaluation of performance in overseas markets.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5140 - International Business Environment**

**Credit(s): 2 Credits**

This course seeks to develop an understanding of the international business environment and the issues that have to be addressed by business corporations when they operate across countries. It will discuss the role of various international organizations including the WTO, IMT, World Bank, APEC and ASEAN in shaping global competition.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5150 - Management Skills**

**Credit(s): 2 Credits**

Different cultures require different approaches. This course examines the management principles required to administer operations in international markets. Topics include motivation methods, organizational structures and leadership styles.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5210 - Marketing Skills**

**Credit(s): 2 Credits**

Marketing must be approached differently in many parts of the world due to cultural and business norms. This course reviews basic marketing approaches and how they must be modified in differing country environments. Topics include applicability of market research, customer preference, pricing and promotion.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5310 - International Business Strategies****Credit(s): 2-3 Credits**

This course focuses on the implementation of the traditional management functions (staffing, organizing, directing, and controlling) within an international or global organization. Emphasis will be placed on the impact of international environments (differing legal restrictions, political forces, economic situations, roles of labor, cultural philosophies, etc.) on management practices. A major underlying theme throughout the course will be the financial and efficiency costs of adjusting to local requirements versus global rationalization.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5350 - International Marketing Strategies****Credit(s): 2 Credits**

This course analyzes the unique problems of marketing consumer or individual products on a global basis, integrating both business and cultural issues in different markets. Topics include different customer behavior for different products, distribution systems, and promotion techniques. Use of the web as a global marketing tool is also explored.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5410 - International Financial Strategies****Credit(s): 2 Credits**

This course undertakes an analysis of strategies used in international financial management. Topics include international cash management, foreign exchange risk management, working capital, foreign direct investment and financing alternatives for multinational firms.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5430 - International Negotiations****Credit(s): 2 or 3 Credits**

Basic negotiation techniques are discussed, with emphasis on effectively negotiating within the context of different cultures. Western and Eastern negotiation styles will be compared and contrasted. Other course subjects include high versus low context language, relationship versus transaction-based negotiation, time orientation, etc.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5450 - International Accounting****Credit(s): 2 Credits**

A multidimensional examination of the accounting problems of multinational enterprises is completed during this course. International firms are faced with two unique accounting problems in addition to the problems associated with strictly domestic operations. Among the problem areas covered are: differences in accounting standards, currencies, price-levels, performance valuations, reporting practices and taxation.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5510 - Asia Pacific Business Strategy****Credit(s): 2 Credits**

This course provides an applied study of business and economic environments of East Asia using country cases as examples. Countries of focus include Japan, China, Korea, Taiwan and Indonesia.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5550 - European Business Strategy****Credit(s): 2 Credits**

This course provides an applied study of business and economic environments of Western Europe using country cases as examples. Countries of focus include members of the European Economic Community.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5610 - Latin America Business Strategy****Credit(s): 2 Credits**

This course provides an applied study of business and economic environments of Latin America using country cases as examples. Countries of focus include Argentina, Brazil, Chile, Colombia, Mexico and Venezuela.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5620 - International Business Intelligence and Analytics****Credit(s): 2 Credits**

Big data and information are the key ingredients of successful international business strategies and problem solving. This intensive course is designed to equip students with the knowledge and proper skills to make international business decisions. The primary objective of this course is to enable students to understand and perform business analytics and business intelligence globally. Students are exposed to various data collection methods, qualitative and quantitative, in international business research and apply data analytics and automation using popular programming applications. (Python) (Offered in Spring)

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5680 - Managing Cultural Differences****Credit(s): 2 Credits**

Discussing different cultures, this course ties the extent to which culture affects perceptions, decisions and behavior with how to approach management of cultural differences to achieve organizational effectiveness. Major topics include approaches to managing a culturally diverse workforce or team, ethics versus custom, culture and gender and non-Western style work days and weeks. Additionally, the course addresses expatriates, culture shock, repatriation and preparing for overseas travel and assignments.

**Restrictions:**

Enrollment limited to students in the MIB Executive or MIB Executive programs.

**IB 5850 - Capstone: Multinational Enterprise and Assessment****Credit(s): 2 Credits**

This course will be taken in the last semester of the EMIB program (early January) as an intensive course that meets twice for 8 hours at a time. The coursework will focus on an applied case study/analysis of student's parent company or related organization.

**IB 5900 - International Study Abroad****Credit(s): 2 Credits** (Repeatable for credit)**Restrictions:**

Enrollment limited to students in a Master of International Bus degree.

**IB 5901 - Study Abroad****Credit(s): 3 Credits** (Repeatable for credit)

The objective of this course is to allow students to apply the key concepts of global environments to a regional economy. The course combines case discussions with guest lectures by local business executives and scholars, and company visits. Students are expected to have a practical knowledge of the complexity of the business environments of the region.

**IB 5910 - Internship****Credit(s): 1-6 Credits** (Repeatable for credit)**IB 5930 - Special Topics****Credit(s): 3 Credits** (Repeatable for credit)**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.

**IB 5980 - Graduate Reading Course****Credit(s): 2 Credits** (Repeatable for credit)**IB 5990 - Thesis Research****Credit(s): 1-6 Credits** (Repeatable for credit)

All students complete a final thesis/capstone project paper to conclude the EMIB degree program. This paper is written on a subject selected by the student usually including a region of the world and a relevant topic for a corporation. It ties together the two-year curriculum and allows application of the business practice, culture and strategy knowledge they've received through the coursework, faculty and cohort group.

**IB 6000 - Global Business Environment****Credit(s): 3 Credits**

This course seeks to examine international business issues faced by corporations operating across several countries and different external environments. The focus is, therefore, on the regional and global business environment of international firms, integrating trading, investing, cultural and business practices.

**IB 6220 - International E-Business****Credit(s): 3 Credits**

International E-business is undeniably changing the way companies conduct and compete in the global market place. It has experienced a phenomenal growth in terms of transactions and profits, particularly in advanced economies and emerging markets. Yet, international e-business environment is complex. Businesses need to address a broad range of cultural, legal, demographic, technological, and political issues to successfully formulate and execute their e-business strategies. To help you prepare for these types of challenges and opportunities and learn the tools to gain a competitive advantage, this course will introduce you to a wide-range of global e-commerce issues and practices, particularly e-business strategy, international on-line market entry, building an international e-commerce presence, web site localization and cultural customization, e-commerce infrastructure including mobile and social media platforms, international e-business security and payments systems, global social media marketing, and global search engine marketing. This is a hybrid course with scheduled on-campus meetings and online requirements.

**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.

**IB 6420 - Global Environment Strategy****Credit(s): 3 Credits**

This course focuses on strategic planning, implementation, and evaluation of management decision making within an international organization. Strategy is multidisciplinary by design and as such will draw on the student's experience and understanding of the functions of business and the forces that impact the business success. It combines a range of viewpoints and analytical techniques. The course will address the challenges involved in understanding the shifting dynamics and multifaceted phenomena that confronts global business.

**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.

**IB 6800 - Theory in International Business****Credit(s): 3 Credits**

A doctoral seminar course in which the participating students review and analyze some of the leading economic, strategic and behavioral theories of the determinants of foreign direct investment and the multinational enterprise that has emerged over the past forty years. Special emphasis is given to the interface between the competitive advantages of the firms and comparative advantages of countries in shaping different kinds and forms of foreign production in various sectors and nations.

**Restrictions:**

Enrollment limited to students in the PhD Business Administration program.

**IB 6820 - Seminar in Global and Regional Business****Credit(s): 3 Credits**

A doctoral seminar regarding the history and role of specific geographic regions in the global economy, current theory related to international business, multinational companies, and government policies that affect international business.

**Restrictions:**

Enrollment limited to students in the PhD Business Administration program.

**IB 6840 - Seminar in Global Strategy****Credit(s): 3 Credits**

**IB 6930 - Special Topics**

**Credit(s): 3 Credits** (Repeatable for credit)

**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.

**IB 6950 - Special Study for Examinations**

**Credit(s): 0 Credits** (Repeatable for credit)

**IB 6970 - Research Topics**

**Credit(s): 3 Credits** (Repeatable for credit)

**IB 6980 - Graduate Reading Course**

**Credit(s): 1-3 Credits** (Repeatable for credit)

**IB 6990 - Dissertation Research**

**Credit(s): 0-6 Credits** (Repeatable for credit)

**Restrictions:**

Students in the Schl for Professional Studies college may **not** enroll.